

A GUIDE TO PRICING

Are you pricing your experience too cheaply?

PRESENTED BY



UNMISSABLE
England

ABOUT US

- Launched in April 2021
- 60+ live bookable experiences
- Home of authentic experiences
- 17k followers on Facebook and 7k on Instagram
- On-going business support/marketing
- 15% service fee (10% not-for-profit)
- Target markets: UK domestic, North America, The Netherlands, Germany and France
- Launching 'Kent' experiences in August





YOUR HOME FOR UNMISSABLE EXPERIENCES IN *England*

Find & book your next Experience, creating memorable adventures.

LATEST TRAVEL ADVICE



Know Before You Go: Latest guidance for travel in Britain. We're adding more experiences everyday, follow us on [Facebook](#) to stay updated.

WHERE DO YOU WANT TO GO?

Select region



Select theme



FIND



UNMISSABLE EXPERIENCES IN SOUTH DOWNS



WILD MEADOWS AND WINE WALK

SOUTH DOWNS

A delightful full-day walking experience which



CLASSIC WINE TOUR AND TASTING

SOUTH DOWNS

Join us at our estate, to learn more about the craft of



MEET THE DUCKS AND MINDFULNESS EXPERIENCE

SOUTH DOWNS

Come and visit our farm to experience

WHAT'S IN A PRICE?

everything

WHAT TO CONSIDER WHEN PRICING YOUR EXPERIENCE

- Your costs
- Which markets are you trying to appeal to?
- Which segments; adults, families, pre/empty nesters, etc
- OTA service fees = marketing costs
- What are your competitors charging?
- Comparisons in the region and around the country
- Seasonality
- Per person, per group, or private group



Countryside & Nature

BOOTS, BEAVERS & BOATS

DEVON

This guided experience will take you on foot to meet a group of beavers.....

[Read more](#)

£125 | 7 HOURS

[BOOK NOW](#)

	Time/Cost	Per person	Per group of 4
Your time & staffing resource in admin prior to the experience (e.g. enquiries and bookings, scheduling dates on OTAs)	1 hour	£10	£10
Your time and any staff resource in delivery of the experience	7 hours	£70	£70
Booking system fees, when making booking through a distributor	-	-	-
Commission to OTA's or trade (marketing budget)	Unmissable England	15% (£18.75)	15% (£75)
Pay entry to venues	Boat museum donation	50p	£2
Refreshments and meals	Boat hire	£7	£28
Local marketing/website	Leaflets in local hotels/ VIC and website hosting	10p	40p
Transportation	Pick up in company minibus - fuel	10p	10p
Insurances and licensing	Public liability insurance	5p	20p

TOTALS

Sale	£125	£500
Cost	£106.95	£185.70
Profit	£18.05 (+ £80 your time)	£314.30 (+ £80 your time)

"Be different or be dead. Memorable experiences are about creating value. Value is the defining factor. When there is no difference people buy on price alone. You can only compete on price for so long, but you can compete on value forever."

The Experience Economy

Create feelings not just the fees

Make sure your experience is something your guests cannot simply do by themselves.

Why guests book experiences:

- To fill a gap in their holiday
- To learn something and have a go
- To complete a certain type of activity
- To be led by a local expert
- To seek the quintessential
- To celebrate a special occasion
- To have experienced something totally unique



£10-£25
per person



Guided walks, watersports activities



1 - 2 hours



2 - 12 people



Filling a gap
in holiday



Families,
pre-nesters



Domestic,
German

£25-£45
per person



Guided walks, watersports activities, cookery. Includes light snack /drink



2-4 hours



2 - 10 people



Learn
something
& have a go



Families,
pre-nesters,
empty-nesters



Domestic,
German, French
Dutch

£45-£65
per person



Cultural adventures, cookery, more than one activity, skill-based. Includes snacks



3-4 hours
(half day)



2 - 10 people



Complete a
certain type
of activity



Families,
pre-nesters,
empty-nesters



Domestic,
French, Dutch,
USA

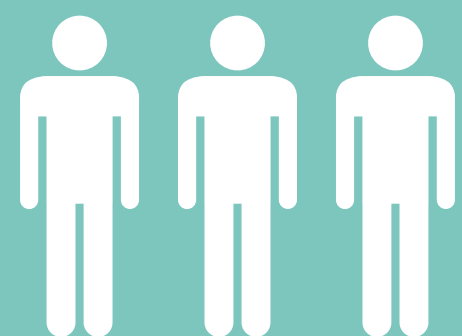
£65-£85
per person



Multi activity experiences that include a meal/wine, led by a local expert



4-6 hours
(half day)



2 - 10 people



Led by a
local expert



Pre-nesters,
empty-nesters



Domestic,
French, Dutch,
USA

£85-£110
per person



Local expert on multi activity experience with meal, visiting various places



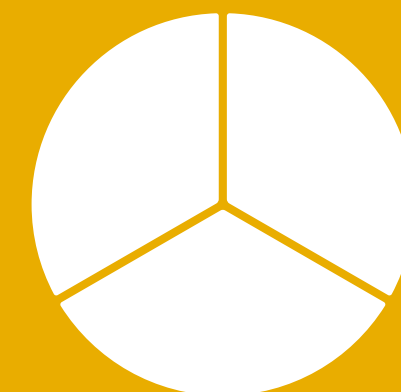
6-7 hours
(full day)



1 - 6 people



Totally unique
or special
occasion



Pre-nesters,
empty-nesters



North American,
Australian

£110-£165
per person



Includes a 3 course meal, or is a multi-day experience



7-8 hours
(full day)



1 - 4 people



Totally unique

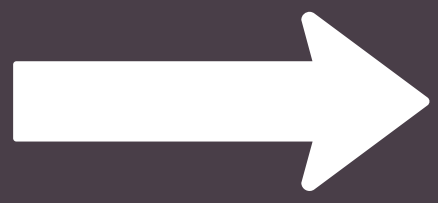


Pre-nesters,
empty-nesters



North American,
Australian

£165+
per person



Multi-day experience including all meals



8 hours +



1 - 4 people



Totally unique



Pre-nesters,
empty-nesters



North American,
Australian

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KENT



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